



## Viant Technology Closes Acquisition of TVision Insights

May 5, 2026

*Uniting Content, Identity, and Attention in a Single Platform for the First Time*

IRVINE, Calif.--(BUSINESS WIRE)--May 5, 2026-- [Viant Technology Inc.](#) (NASDAQ: DSP), a leader in CTV and AI-powered programmatic advertising, today announced the successful completion of the acquisition of TVision Insights, the only attention measurement provider delivering second-by-second, eyes-on-screen attention, co-viewership, and in-room presence signals for TV.

With closing, TVision's proprietary attention signals will further enhance Viant's intelligence layer, bringing together content signals, identity resolution, and verified human attention to drive ad targeting and measurement intelligence at an unmatched level. The result is independent, market-wide measurement across linear, CTV, and walled gardens, free from any single platform's self-attribution bias. While walled gardens measure themselves and report their own results, Viant now measures the whole market, and directs advertisers to inventory that drives optimal outcomes.

"Today marks the moment advertisers don't have to accept self-measurement as the TV industry standard," said Tim Vanderhook, CEO and Co-Founder of Viant. "TVision completes a thesis we've held for a long time: that attention is the only currency that actually matters in television, and we can now act on it in real time inside the buy."

**With the transaction closed, the Viant advertising technology platform will be able to deliver:**

- **Attention-adjusted CPM:** a first-of-its-kind metric that prices CTV and linear inventory based on verified in-room presence, co-viewership, and eyes-on-screen attention rather than served impressions.
- **Market-wide measurement:** independent attention signals across linear, CTV, and walled gardens, free from any single platform's self-attribution bias.
- **Integrated intelligence:** attention, co-viewership, and in-room presence signals will flow natively into Viant's buying platform, alongside Household ID audience signals and IRIS\_ID contextual signals.

"TVision was built on a simple belief: that if someone isn't watching your ad, it didn't happen," said Yan Liu, CEO and Co-Founder of TVision. "Joining Viant means that belief is no longer just a measurement principle; it's now built directly into how TV advertising is planned, bought, and optimized. For the first time, attention doesn't just inform the buy. It drives it."

### About Viant Technology

Viant Technology (NASDAQ: DSP) is an exclusively buy-side, AI-powered advertising platform purpose-built for CTV. Viant uniquely combines proprietary content intelligence, household-level identity resolution, and person-level attention signals to connect advertisers with real customers and drive measurable outcomes across the open internet. Through its award-winning AI solutions, Viant is building the future of autonomous advertising, where AI doesn't just assist the campaign, it delivers real results. Learn more at [viantinc.com](#).

### About TVision

TVision provides second-by-second, person-level data about how audiences engage with television content and advertising. Its panel-based attention measurement covers linear and streaming environments, capturing eyes-on-screen attention, co-viewership, and in-room presence to enable advertisers and publishers to transact TV advertising on verified attention.

### Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Words such as "expect," "anticipate," "intend," "plan," "believe," "project," "will," and similar expressions are intended to identify forward-looking statements. These statements include, without limitation, expectations regarding the integration of TVision technology and data into Viant's platform, the expected capabilities of the integration, and other anticipated benefits of the transaction. Actual results may differ materially from those expressed or implied by these statements due to risks and uncertainties, including those described under "Risk Factors" in Viant's most recent Annual Report on Form 10-K and subsequent filings with the U.S. Securities and Exchange Commission. Viant undertakes no obligation to update any forward-looking statements except as required by law.

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